

DECLARATION AND POWER OF ATTORNEY

This Declaration and Power of Attorney appoints Practitioners at Customer Number 27433 as my attorneys to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.



27433

PATENT TRADEMARK OFFICE

As a below named inventor, I HEREBY DECLARE:

THAT my residence, post office address, and citizenship are as stated below next to my name;

THAT I believe I am the an original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

**A NETWORKED BROADCASTING SYSTEM WITH
DEMOGRAPHICALLY CONTROLLED ADVERTISEMENT SELECTION**

(Attorney Docket No. 042965/0102)

the specification of which (check one)

X is attached hereto.

 Was filed on as United States Application Number or PCT International Application Number and was amended on (if applicable).

THAT I do not know and do not believe that the same invention was ever known or used by others in the United States of America, or was patented or described in any printed publication in any country, before we invented it;

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THAT I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment specifically referred to above;

THAT I believe that the above-identified specification contains a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the invention, and sets forth the best mode contemplated by me of carrying out the invention; and

042965/0102

THAT I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56.

I HEREBY CLAIM foreign priority benefits under Title 35, United States Code § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent or inventor's certificate or of any PCT international application having a filing date before that of the application on which priority is claimed.

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FOLEY & LARDNER:

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JOHN C. COOPER III	Reg. No. 26,416
JEANNE MARIE GILLS	Reg. No. 44,458
NEAL D. MARCUS	Reg. No. 35,267
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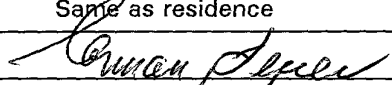
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Residence	835 La Jolla Corona Court La Jolla, CA 92037
Citizenship	USA
Post Office Address	Same as residence
Inventor's signature	
Date	5/15/01

Name of inventor	Mike Ray Williams
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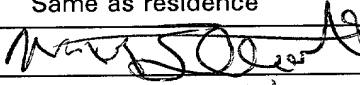
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I HEREBY CLAIM foreign priority benefits under Title 35, United States Code § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below any foreign application for patent or inventor's certificate or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number	Country	Foreign Filing Date	Priority Claimed?	Certified Copy Attached?

I HEREBY CLAIM the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below.

U.S. Provisional Application Number	Filing Date

I HEREBY CLAIM the benefit under Title 35, United States Code, § 120 of any United States application(s), or § 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application Number	PCT Parent Application Number	Parent Filing Date	Parent Patent Number

I HEREBY APPOINT the following registered attorneys and agents of the law firm of FOLEY & LARDNER:

MARSHALL J. BROWN	Reg. No. 44,566
JOHN C. COOPER III	Reg. No. 26,416
JEANNE MARIE GILLS	Reg. No. 44,458
NEAL D. MARCUS	Reg. No. 35,267
JAMES G. MORROW	Reg. No. 32,505
MICHAEL D. RECHTIN	Reg. No. 30,128
PAUL E. SCHAAF SMA	Reg. No. 32,664
JAMES A. SPROWL	Reg. No. 25,061
DARLEEN J. STOCKLEY	Reg. No. 34,257

to have full power to prosecute this application and any continuations, divisions, reissues, and reexaminations thereof, to receive the patent, and to transact all business in the United States Patent and Trademark Office connected therewith.

And I hereby appoint Practitioners at Customer Number 27433 as my attorneys to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith. Please direct all correspondence to James A. Sprowl, Reg. No. 25,061 at:

FOLEY & LARDNER
One IBM Plaza
330 North Wabash Avenue, Suite 3300
Chicago, Illinois 60611-3608
Telephone: (312) 755-2578
Facsimile: (312) 755-1925

I UNDERSTAND AND AGREE THAT the foregoing attorneys and agents appointed by me to prosecute this application do not personally represent me or my legal interests, but instead represent the interests of the legal owner(s) of the invention described in this application.


I FURTHER DECLARE THAT all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Name of inventor	Norman Feuer
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Inventor's signature	
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Name of inventor	Mike Ray Williams
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Name of inventor	Michael A. Elliott
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Name of inventor	John Robert Hilsman
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Name of inventor	Philip George Printz
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Name of inventor	Paul Aaron
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011.364276.1

DECLARATION AND POWER OF ATTORNEY

This Declaration and Power of Attorney appoints Practitioners at Customer Number 27433 as my attorneys to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.



27433
PATENT, TRADEMARK OFFICE

As a below named inventor, I HEREBY DECLARE:

THAT my residence, post office address, and citizenship are as stated below next to my name;

THAT I believe I am the an original, first, and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled

**A NETWORKED BROADCASTING SYSTEM WITH
DEMOGRAPHICALLY CONTROLLED ADVERTISEMENT SELECTION**

(Attorney Docket No. 042965/0102)

the specification of which (check one)

 X is attached hereto.

 Was filed on _____ as United States Application Number or PCT International Application Number and was amended on _____ (if applicable).

THAT I do not know and do not believe that the same invention was ever known or used by others in the United States of America, or was patented or described in any printed publication in any country, before we invented it;

THAT I do not know and do not believe that the same invention was patented or described in any printed publication in any country, or in public use or on sale in the United States of America, for more than one year prior to the filing date of this United States application;

THAT I do not know and do not believe that the same invention was first patented or made the subject of an inventor's certificate that issued in any country foreign to the United States of America before the filing date of this United States application if the foreign application was filed by us, or by our legal representatives or assigns, more than twelve months prior to the filing date of this United States application;

THAT I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment specifically referred to above;

THAT I believe that the above-identified specification contains a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the invention, and sets forth the best mode contemplated by me of carrying out the invention; and

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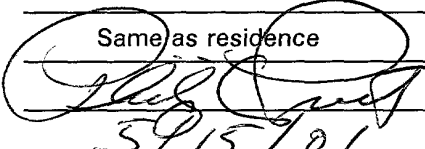
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Date	5-16-2001